

CALIFORNIA TOURISM		STATE		TOTAL			%
BUDGET REPORT	CTTC	FUNDING	CTTC	BUDGET	ACTUAL	BALANCE	USED
FISCAL YEAR 2005-2006	FY 05-06	FY 05-06	FY 04-05				
<b>CTTC INCOME</b>							
Accommodations 61%							
Restaurants & Retail 17%							
Attractions & Recreation 9%							
Transportation & Travel 13%							
Interest & Dividend Income							
Publication Income and Royalties							
Refunds and Adjustments							
Co-op Partner Financial Contributions							
<b>TOTAL CTTC INCOME</b>					<b>0</b>		
<b>MARKETING PROGRAM</b>							
<b>MARKETING/RESEARCH</b>							
<b>Consumer/Co-op</b>							
Cultural Tourism	25,000		25,000	50,000	0	50,000	0%
Cultural Tourism Partners	0		64,156	64,156	0	64,156	0%
Cultural Heritage Tourism	5,000			5,000	0	5,000	0%
Cultural Heritage Tourism Partners	0		-4,378	-4,378	0	-4,378	0%
Fun Spots Promotion	25,000			25,000	0	25,000	0%
Fun Spots Partners	0		77,630	77,630	0	77,630	0%
Golf Co-op	10,000			10,000	0	10,000	0%
Golf Co-op Partners	0			0	0	0	####
Shop California	25,000			25,000	0	25,000	0%
Video Promotion	0		50,000	50,000	0	50,000	0%
UAL In-Flight Video	50,000			50,000	0	50,000	0%
Rural Marketing Co-op	0	200,000		200,000	0	200,000	0%
Rural Marketing Co-op Partners	0			0	0	0	####
Domestic Co-op	175,000			175,000	0	175,000	0%
Domestic Co-op Partners	0			0	0	0	####
Advertising	1,147,500	6,800,000	426,417	8,373,917	0	8,373,917	0%
Advertising Partners	0			0	0	0	####
<b>Total Consumer/Co-op</b>	<b>1,462,500</b>	<b>7,000,000</b>	<b>638,825</b>	<b>9,101,325</b>	<b>0</b>	<b>9,101,325</b>	<b>0%</b>
<b>Domestic Trade Dev</b>							
Domestic Trade/Consumer Promotions	5,000			5,000	0	5,000	0%
Domestic Trade Shows	8,000			8,000	0	8,000	0%
<b>Total Domestic Trade</b>	<b>13,000</b>	<b>0</b>	<b>0</b>	<b>13,000</b>	<b>0</b>	<b>13,000</b>	<b>0%</b>
<b>International Trade Dev</b>							
CTM	20,000			20,000	0	20,000	0%
Japan Representation	90,000			90,000	0	90,000	0%
Japan Representation Partners	0			0	0	0	####
UK Representation	90,000			90,000	0	90,000	0%
UK Representation Partners	0			0	0	0	####
Germany Representation	60,000			60,000	0	60,000	0%
Germany Representation Partners	0			0	0	0	####
Australia Representation	60,000			60,000	0	60,000	0%
Australia Representation Partners	0			0	0	0	####
Trade Shows/Exhibitions	105,000			105,000	0	105,000	0%
Trade Show Booth/Banners	25,000			25,000	0	25,000	0%
Market Dev. Co-operator Prog.	5,000			5,000	0	5,000	0%
Fam Tours/Promotional Opportunities	20,000			20,000	0	20,000	0%
Publications	50,000			50,000	0	50,000	0%
International Fulfillment	20,000			20,000	0	20,000	0%
Web Site Translations	60,000			60,000	0	60,000	0%
Trade Missions	90,000			90,000	0	90,000	0%
<b>Total Int'l Trade Dev</b>	<b>695,000</b>	<b>0</b>	<b>0</b>	<b>695,000</b>	<b>0</b>	<b>695,000</b>	<b>0%</b>
<b>Research</b>							
Economic Impact Analysis	95,000			95,000	0	95,000	0%
Domestic Market Research	85,000			85,000	0	85,000	0%
International & Web Research	50,000			50,000	0	50,000	0%
Marketing Effectiveness & ROI	160,000			160,000	0	160,000	0%
Research Web Site	10,000			10,000	0	10,000	0%
Bulletins and Special Studies	55,000			55,000	0	55,000	0%
<b>Total Research</b>	<b>455,000</b>	<b>0</b>	<b>0</b>	<b>455,000</b>	<b>0</b>	<b>455,000</b>	<b>0%</b>
<b>VISITOR INFO/COMM</b>							
<b>Publications</b>							
Web Site Development & Maintenance	365,000			365,000	0	365,000	0%
Web Trends Software	20,000			20,000	0	20,000	0%
Fulfillment Contractor	360,000			360,000	0	360,000	0%
Fulfillment Postage	0	300,000		300,000	0	300,000	0%
Fulfillment Postage Partners	0			0	0	0	####
Winter Guide	75,000			75,000	0	75,000	0%
Driving Tour Co-op	25,000			25,000	0	25,000	0%
Photography	10,000			10,000	0	10,000	0%
<b>Total Publications</b>	<b>855,000</b>	<b>300,000</b>	<b>0</b>	<b>1,155,000</b>	<b>0</b>	<b>1,155,000</b>	<b>0%</b>
<b>Media Relations</b>							
New York Press Event	50,000			50,000	0	50,000	0%
California Media Events	25,000		9,350	34,350	0	34,350	0%
Chicago Media Event	40,000			40,000	0	40,000	0%
Media Fams	12,000			12,000	0	12,000	0%

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BUDGET REPORT	CTTC	FUNDING	CTTC	BUDGET	ACTUAL	BALANCE	USED
FISCAL YEAR 2005-2006	FY 05-06	FY 05-06	FY 04-05				
PR Agency	75,000			75,000	0	75,000	0%
Field Representatives	296,000			296,000	0	296,000	0%
Domestic Media Outreach	20,000			20,000	0	20,000	0%
International Media Outreach	20,000			20,000	0	20,000	0%
Trade Missions PR	100,000			100,000	0	100,000	0%
Web Translations - Press Page	25,000			25,000	0	25,000	0%
CTM Media Outreach	2,500		2,500	5,000	0	5,000	0%
Industry Relations	75,000			75,000	0	75,000	0%
What's New in Calif/Press Releases	30,000			30,000	0	30,000	0%
SATW	5,000			5,000	0	5,000	0%
Insights	75,000			75,000	0	75,000	0%
Press Kits	10,000			10,000	0	10,000	0%
Translations	12,000			12,000	0	12,000	0%
Videography	35,000			35,000	0	35,000	0%
B-Roll	40,000		14,370	54,370	0	54,370	0%
Media Photography	10,000			10,000	0	10,000	0%
Germany PR Contractor	35,000			35,000	0	35,000	0%
Japan PR Contractor	35,000			35,000	0	35,000	0%
UK PR Contractor	35,000			35,000	0	35,000	0%
Australia PR Contractor	15,000			15,000	0	15,000	0%
Newsclipping Service	15,000			15,000	0	15,000	0%
<b>Total Media Relations</b>	<b>1,092,500</b>	<b>0</b>	<b>26,220</b>	<b>1,118,720</b>	<b>0</b>	<b>1,118,720</b>	<b>0%</b>
<b>Welcome Centers</b>							
Welcome Centers	15,000		5,865	20,865	0	20,865	0%
Welcome Centers Partners	0		4,525	4,525	0	4,525	0%
<b>Total Welcome Centers</b>	<b>15,000</b>	<b>0</b>	<b>10,390</b>	<b>25,390</b>	<b>0</b>	<b>25,390</b>	<b>0%</b>
<b>Unallocated Co-op Commitments</b>	<b>2,719,000</b>			<b>2,719,000</b>	<b>0</b>	<b>2,719,000</b>	
<b>SUBTOTAL MARKETING</b>	<b>7,307,000</b>	<b>7,300,000</b>	<b>675,435</b>	<b>15,282,435</b>	<b>0</b>	<b>15,282,435</b>	<b>0%</b>
<b>MARKETING RESERVE</b>	<b>300,000</b>		<b>0</b>	<b>300,000</b>	<b>0</b>	<b>300,000</b>	<b>0%</b>
<b>TOTAL MARKETING</b>	<b>7,607,000</b>	<b>7,300,000</b>	<b>675,435</b>	<b>15,582,435</b>	<b>0</b>	<b>15,582,435</b>	<b>0%</b>
<b>OPERATIONS</b>							
Accounting	46,000			46,000	0	46,000	0%
Audit	26,000			26,000	0	26,000	0%
Communications Outreach	90,000			90,000	0	90,000	0%
Computers/Office Equip	50,000			50,000	0	50,000	0%
Database	35,000			35,000	0	35,000	0%
Depreciation	0			0	0	0	####
General Expense	73,000			73,000	0	73,000	0%
Insurance	46,000			46,000	0	46,000	0%
Legal Services	80,000			80,000	0	80,000	0%
Meals and Entertainment	15,000			15,000	0	15,000	0%
Meetings	60,000			60,000	0	60,000	0%
Memberships	15,000			15,000	0	15,000	0%
Postage and Printing	115,000			115,000	0	115,000	0%
Rent	135,000			135,000	0	135,000	0%
Salaries and Benefits	1,500,000			1,500,000	0	1,500,000	0%
Telephone	38,000			38,000	0	38,000	0%
Teleconferences	20,000			20,000	0	20,000	0%
Training	10,000			10,000	0	10,000	0%
Travel - Executive/Staff	148,000			148,000	0	148,000	0%
Travel - Commissioners	10,000			10,000	0	10,000	0%
<b>Total Operations</b>	<b>2,512,000</b>	<b>0</b>	<b>0</b>	<b>2,512,000</b>	<b>0</b>	<b>2,512,000</b>	<b>0%</b>
<b>ASSESSMENT ADMIN</b>							
Salaries and Benefits	407,000			407,000	0	407,000	0%
General Expense	300,000			300,000	0	300,000	0%
Consultant Services	50,000			50,000	0	50,000	0%
<b>Total Assessment</b>	<b>757,000</b>	<b>0</b>	<b>0</b>	<b>757,000</b>	<b>0</b>	<b>757,000</b>	<b>0%</b>
<b>CTTC OPERATIONS RESERVE</b>	<b>74,000</b>	<b>0</b>	<b>0</b>	<b>74,000</b>	<b>0</b>	<b>74,000</b>	<b>0%</b>
<b>TOTAL OP/ASSESS/RES</b>	<b>3,343,000</b>	<b>0</b>	<b>0</b>	<b>3,343,000</b>	<b>0</b>	<b>3,343,000</b>	<b>0%</b>
<b>TOTAL (1)</b>	<b>10,950,000</b>	<b>7,300,000</b>	<b>675,435</b>	<b>18,925,435</b>	<b>0</b>	<b>18,925,435</b>	<b>0%</b>
<b>NET CTTC OPERATING RESULTS</b>					<b>0</b>		
(1) FY 05-06 budget of \$18,250,000 is funded as follows:							
\$6,700,000	Assessment Income						
\$ 100,000	Publication Income						
\$ 50,000	Interest Income						
\$7,300,000	State Funding						
\$1,381,000	Start of FY 05-06 Excess Available Funds						
\$2,719,000	Industry Contributions Income dedicated to cooperative projects						